

PRESS RELEASE

Tokyo, Japan/ Mar 1st, 2024, LIVE BOARD,INC.

Live Board

## **LIVE BOARD announces digital OOH advertising distribution based on impressions (VAC) on 189 screens installed in the Marunouchi area building, in front of Tokyo Station underground plaza.**



LIVE BOARD,INC. will 99 connect "Marunouchi Vision" screens and 52 "Marunouchi Link Signage I" screens installed in the Marunouchi area buildings operated and managed by MITSUBISHI ESTATE CO., LTD., and an additional 38 "Marunouchi Link Signage II" screens installed in the Tokyo Station underground plaza in front of the Marunouchi Line Tokyo Station gates. All screens will be live in the LIVE BOARD Marketplace\*<sup>1</sup> with advertising distribution of digital OOH based on impressions (VAC)\*<sup>2</sup> available as of March 11, 2024.

The Marunouchi area, the center of business in Japan, is home to many commercial facilities and hosts various events throughout the year, attracting a wide range of ages from young people to business professionals and families. With visions covering the Marunouchi area, including buildings in Otemachi and Yurakucho and the plaza in front of Tokyo Station's underground ticket gates, it is a desired location to appeal to a wide audience centered around Marunouchi.

Impressions (VAC) are measured based on demographics derived from NTT DOCOMO's mobile phone network operational data, known as "Mobile Spatial Statistics®\*<sup>3</sup>," and other data such as location information. By connecting to the "LIVE BOARD Marketplace," it becomes possible to programmatically deploy advertising creatives, allowing for seamless delivery of advertisements adapted to reach diverse audiences.

- \* 1 The entire digital OOH advertising space (inventory) handled by LIVE BOARD, including its own and other companies'.
- \* 2 LIVE BOARD uses impressions that take into account the visibility rate based on visibility surveys (VAC = Visibility Adjusted Contact / total number of people who saw the ad), as recommended in the OOH Global Measurement Guidelines. Of the number of people in the viewing area of a medium (OTS = Opportunity to See), the number of people who may come into contact with an OOH ad (OTC = Opportunity to Contact / takes into account the direction of movement within the viewing area and the presence of obstacles) is defined. The number of people who are likely to actually see the advertisement (VAC) is estimated by adding the visibility rate for each media to this number.
- \* 3 Mobile Spatial Statistics is demographic information generated using NTT DOCOMO's cellular phone network system. To strictly protect the privacy of our customers, NTT DOCOMO has published guidelines that outline the basic rules to be followed when creating and providing Mobile Spatial Statistics. The Mobile Spatial Statistics Guidelines can be viewed at the following link. "Mobile Spatial Statistics" is a registered trademark of NTT DOCOMO, INC.

◆ **Media Details**

- 『**Marunouchi Vision**』

"Marunouchi Vision" features monitors with audio installed in places where people pause, such as building entrances, refresh rooms, and elevator halls, making it possible to deliver various information.



Media venue : Marunouchi Vision

Effective on : March 11, 2024

Service available on : Total of 22 buildings + Tokyo Station underground plaza

Size : 32 to 246 inches

Number of Screens Installed: 99 screens

Posting Time: 8:00 AM to 10:00 PM

Sound: Available ※Some monitors are without sound

For More Details : [check here](#)

- 『**Marunouchi Link Signage I**』

"Marunouchi Link Signage I" is digital signage installed in buildings that symbolize Marunouchi, located in the heart of Marunouchi, including Marunouchi Building, Shin-Marunouchi Building, Marunouchi Park Building, and Marunouchi Oazo.



Media venue : Marunouchi Link Signage I

Effective on : March 11, 2024

Service available on : Commercial floors within a total of 13 buildings

Size : 85, 65, 55, 50 inches

Number of Screens Installed: 52 screens

Posting Time: 8:00 AM to 10:00 PM

Sound: None

For More Details : [check here](#)

- 『Marunouchi Link Signage II』

"Marunouchi Link Signage II" is a series of 38 digital signage screens installed in the spacious and bright Tokyo Station underground plaza, immediately accessible from the Tokyo Metro Marunouchi Line "Tokyo Station" gates. These screens are located at Marubiru (Marunouchi Building), Shin-Marubiru (New Marunouchi Building), offering continuous digital signage.



Media venue : Marunouchi Link Signage II

Effective on : March 11, 2024

Service available on : Tokyo Station Front Underground Plaza

Size : 65 inches

Number of Screens Installed: 15 pillars, total of 38 screens

Posting Time: 8:00 AM to 10:00 PM

Sound: None

For More Details : [check here](#)

◆LIVE BOARD inventories across the nation

Currently LIVE BOARD has over 63,500 screens and continues to expand the network with not only its owned and operated, but also aggregating screens from partners across the nation.

URL : <https://liveboard.co.jp/en/screen/>

◆About LIVE BOARD, INC.

**An operator of a digital OOH ad network that achieves data-driven targeting and effectiveness verification.**

LIVE BOARD is the first company in Japan to achieve impression (VAC)-based advertisement delivery in OOH. We deploy advertisement delivery and billing systems in accordance with actual conditions that are based on the estimated number of viewers "at that time, in that place, and for that specific ad," even during the COVID-19 pandemic, when people's movement patterns are prone to change. In addition, by combining big data from Japan's largest carriers with our own network, which includes a wide range of digital OOH across Japan, including outdoor, indoor, train, and station OOH ads, we have been able to deliver personalized ads, such as targeting by gender and age, that was not possible with traditional OOH.

Company Name : LIVE BOARD, INC

Business Details : DOOH Advertising Distribution Platform Management, DOOH Advertising Media Development, DOOH Advertising Space Sales

Website : <https://liveboard.co.jp/en>

Media Contact : [info\\_press@liveboard.co.jp](mailto:info_press@liveboard.co.jp)